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GOV. DAVIS RECOGNIZES FORMER FOLSOM SIXTH GRADER AS WINNER IN DESIGN-A-CLEAN-AIR AD CONTEST

FOLSOM – Former Folsom sixth grader Jennifer Brown was honored today by Governor Davis for her winning entry in the 1999 Design-A-Clean-Air Ad contest sponsored by the California Department of Consumer Affairs/Bureau of Automotive Repair. Kathleen Hamilton, director of the Department of Consumer Affairs, was on hand to express Gov. Davis' appreciation to Jennifer, who recently moved out of state, and to four other Folsom students who helped Jennifer create the public service announcement.

Students and faculty at Folsom Middle School previewed the professionally produced public service announcement today on a new television and VCR, donated by Hitachi Ltd. as the school's prize for its participation. PAX TV produced the PSA, which promotes improved air quality in the Central Valley, and will air it on KSPX Channel 29 beginning this month. Appearing in the PSA are four Folsom Middle School students who helped Jennifer Brown create it: Ashley Merchant, Nicole Corbin, Ashleigh Elser and Danielle Walsh.

"These students made a very poignant comparison between the health issues of drugs and smog," Hamilton said. "'Clean air is an important part of California's community health, and the PSA showed the benefits of good air quality.'"

The PSA is a take-off from the well known "This is your brain on drugs" ad. In the students' version, a child is shown in two different situations – with clean air ("This is your life") and with smog ("This is your life with smog"). The ad warns viewers that the adverse health effects of smog could potentially shorten their lives. And in the closing shot, a group of students shouts, "Thank you for not smogging!"

"The students were very excited about entering the contest," said Mrs. Deatherage, the students' teacher at Folsom Middle School. "They know this is an important issue that affects everyone, and they wanted to get involved." The contest was conducted as part of a 15-week curriculum called "Drive Away the Smog" sponsored by the California Department of Consumer Affairs/Bureau of Automotive Repair. The curriculum was developed and is administered in partnership with the Newspapers In Education program.

According to The Bee's educational services manager, Debra Paular Aban, more than 5,000 students from the greater Sacramento area participated in "Drive Away the Smog." Students did experiments and newspaper-based activities in science, mathematics and language arts. More than 2,000 teachers throughout Sacramento, the Central Valley and Southern California have taught the "Drive Away the Smog" program this year. The curriculum helps school children – before they reach driving age – understand the problems caused by air pollution and how changes in their personal behavior can make the air healthier.

Newspapers in Education (NIE) provides copies of the newspaper and educational materials for use in the classroom by students (kindergarten through adult). Materials teach subject-specific or core learning skills and meet classroom goals as defined by the State of California Frameworks for Public Schools. NIE programs are offered to schools at no cost due to the generous sponsorships of individuals, small businesses, organizations and corporations.

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